

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 03988 051953Z

62

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 PA-02 PRS-01 /038 W

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R 051738Z MAY 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

SECSTATE WASHDC 3818

INFO AMEMBASSY THE HAGUE

AMCONSUL ANTWERP

UNCLAS BRUSSELS 03988

E.O. 11652: N/A

TAGS: 11652, BE

SUBJECT: TOURISM PROMOTION

REF: CCP CAMPAIGN NO. 9

1. POST SCORED A MODERATE SUCCESS WITH FIRST EXPERIMENT IN CONTINUOUS SHOWINGS OF TOURISM FILM PACKAGE ON AMERICAN SOUTHWEST. AUDIENCE FOR THREE DAYS TOTALED 750.

2 FOUR SHOWINGS A DAY WERE HELD BEGINNING AT NOON EACH DAY PARIL 28, 29, ADD 30 AT THE AMERICAN LIBRARY. INVITATIONS AND POSTERS ANNOUNCING THE PROGRAM TITLED "FESTIVAL OF TOURISM FILMS ON THE AMERICAN SOUTHWEST WERE DISTRIBUTED BY TRAVEL AGENTS AND INDUSTRY MEMBERS OF EMBASSY VISIT USA COMMITTEE. A NUMBER OF COMPANIES EXPRESSED APPRECIATION FOR THE OPPORTUNITY TO INVITE CUSTOMERS TO THE SHOWINGS.

3. PROGRAM WAS DESIGNED AND EXECUTED BY USIS IN COOPERATION WITH COMMERCIAL ATTACHE.

4. POST CONSIDERS PACKAGE GENERALLY EXCELLENT BUT FOUND THE FILMS "TEXAS, LAND OF CONTRACT" AND "SEVEN WAYS TO GET AWAY IN MISSOURI" LESS INTERESTING. THEY COULD BE ELIMINATED WITHOUT LOSS OF EFFECTIVENESS.

5. PACKAGE BEING FORWARDED TO EMBASSY LUXEMBOURG FOR USE DURING UNCLASSIFIED

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LUXEMBOURG-AMERICAN FRIENDSHIP WEEK JUNE 21-27 AND THEY WILL

BE SHIPPED TO AGENCY FROM THERE NO LATER THAN JUNE 30.
FIRESTONE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Copy: SINGLE
Draft Date: 05 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BRUSSE03988
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
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Film Number: D750157-0497
From: BRUSSELS
Handling Restrictions: n/a
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Legacy Key: link1975/newtext/t19750579/aaaactxa.tel
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Locator: TEXT ON-LINE, ON MICROFILM
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Original Previous Classification: n/a
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Previous Handling Restrictions: n/a
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Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 14 JUL 2003
Review Event:
Review Exemptions: n/a
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Margaret P. Grafeld
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EO Systematic Review
05 JUL 2006

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Review Release Date: n/a
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TAGS: BEXP, BE
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